

Abstract

A system is described for providing a customized, personal care product to a consumer at a location, typically the point of sale, that is remote from a second location in which a personal care product base composition is prepared. A selection of performance agents of different classes with a common vehicle is made available to the consumer for custom formulation of a personal care product with the desired attributes. The system typically includes a product base, a fragrance part, and one or more performance agent parts that may contain benefit agents, botanical extracts, active ingredients for skin and hair, and the like. A blank vehicle is substituted if insufficient performance agents are selected.